

chocolate  
**LOVES**  
cranberries  
2018



*exciting*  
on trend innovations  
for chocolate





# chocolate & cranberries step into the spotlight

- NPD with cranberry up 43% worldwide\*
- 2000 food product launches with cranberry in Europe 2016\*\*
- 25% are confectionery products!\*\*
- using fruit in chocolate up 33% worldwide\*
- cranberry in top ten fruit ingredients\*
- chocolate confectionery with cranberry 13% CAGR worldwide over 5 years\*
- chocolate confectionery with cranberry 24% CAGR in Europe over 5 years\*

\* source: Innova 2012-2016

\*\* source: Innova 2016





## what's on trend in 2018?

### premiumization

“the key global driver for confectionery NPD”

source: Innova Chocolate Webinar April 2017

### snackification

“snacking is a global mega category with \$374 billion annual sales”

source: Nielsen Retail Measurement sales in USD 2013-2014 adjusted for inflation

### lighter enjoyment

“reduced sugar offers consumers responsible way to still indulge”

source: Innova Top Ten Trends 2017/18

### new sensations

“in 2018, the sound, feel and satisfaction that texture provides will become more important to companies and consumers”

source: Mintel Food & Drink Trends 2018





# introducing **Crunchy Cranberries™**

an exciting alternative to freeze-dried fruits

- stays crunchy
- superior texture
- easy to process
- whole fruit identity
- new sensation

*Crunchy Cranberries™  
can be flavored too!*







## 45% reduced sugar cranberry

- great cranberry taste
- no artificial sweeteners
- 45% less sugar than raisins
- helping to reduce overall sugar use
- ideal for "better for you" confectionery
- high in fiber too!







chocolate & cranberries  
go together whatever the sector,  
wherever the market







# the perfect partner for chocolate confectionery

- vibrant color
- striking taste
- crunchy or chewy
- flavor solutions
- special occasions
- health halo
- pairs well with nuts

*...a wide variety of formats to suit your requirements*

